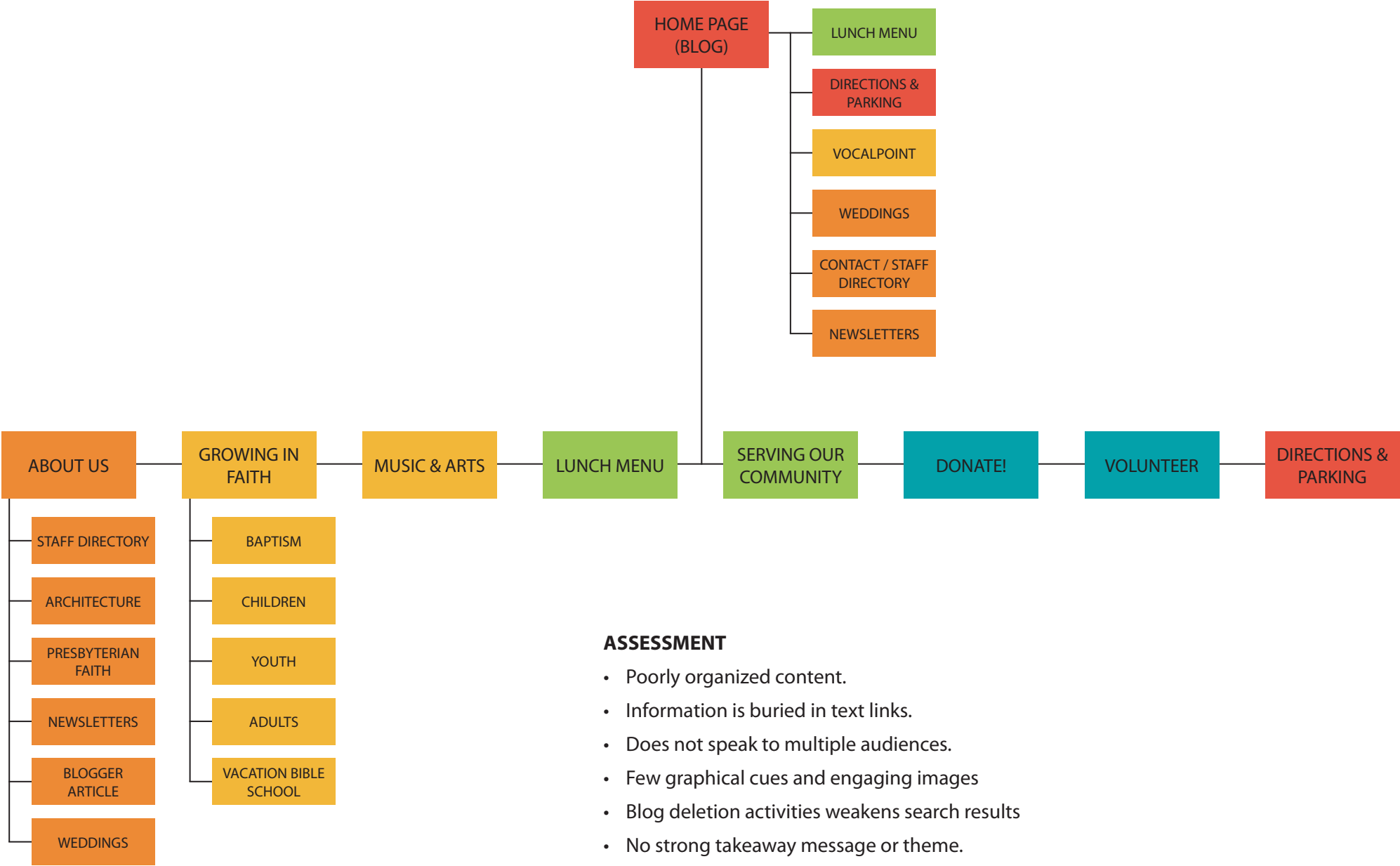


**CENTRAL PRESBYTERIAN CHURCH
EXISTING STRUCTURE**



ASSESSMENT

- Poorly organized content.
- Information is buried in text links.
- Does not speak to multiple audiences.
- Few graphical cues and engaging images
- Blog deletion activities weakens search results
- No strong takeaway message or theme.
- Nothing interactive or 'shareworthy'.